

A boutique event with 1,800 close friends!

Featuring over 2,000 participants and spectators, an picturesque course along the Columbia River bike path, **an indoor start/finish venue**, and the ideal time of the year for brand messaging, the Hop Hop Half, 10K & 5K is one of the most celebrated & respected boutique spring events in Portland.

This longtime Easter weekend tradition starts and finishes at the Kliever Armory in NE Portland. Participants are treated to a professionally chip-timed event and an Easter-themed extravaganza with brunch, egg coloring, dance competitions with the Easter bunny, and mimosas.

The post race venue is intimate enough to have authentic and influential connections with participants, but big enough to make it a slam dunk for ROI.

Sponsors and partners return year after year after experiencing lasting connections and relationships with a prime marketing demographic. On average, according to *Running in the USA* surveys, 73% of runners reporting list a household income of more than \$75,000 and 78% are college educated.



DEMOGRAPHICS & DATA SNAPSHOT

- 2,000 runners & spectators expected
- Average age of participants: 38 years old
- Approximately 75% female & 25% male
- OR 75%, WA 18%, Other states: 7-10%
- 6-8 pre/post-race emails sent
- Average of 75% open rate!
- Customized sponsor messages available

Email sean@foottraffic.us for inquiries
Visit www.hophophalf.com for event info.

SPONSORSHIP OPTIONS

	Comp entries	Booth space	Race website	Medal, photo, Social media	Race emails (3)	Bib Number	Race Shirt	Foot Traffic Newsletter
Title Sponsor \$5,000 <i>1 available</i>	12	10x20	logo, image & description	Logo brand on all social marketing: est. 200K person reach. + choose either medal or photo logo option avail.	Logo & offer/message (up to 1 block)	logo/coupon	large logo	Inclusion in 50,000 person newsletter
Presenting Sponsor \$2,500 <i>PENDING</i>	6	10x20	logo	NA	Logo & offer/message (up to 1 block)	logo	medium logo	
Photo Sponsor \$1,200 <i>1 available</i>	3	10x10	logo	Logo placed on free photos to all participants	Logo	*if no title sponsor		
Medal Sponsor \$1,200 <i>RESERVED</i>	3	10x10	logo	Logo placed on lanyard of 4,000 finisher medals!	Logo			
Booth Sponsor \$600 <i>8 more available</i>	1	10x10	logo					
PRODUCT/SERVICE TRADE <i>Contact us!</i>								

